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<i>Adjustment letters</i>	<i>Form letters</i>
<i>Advertising, Direct-mail</i>	<i>Letter services</i>
<i>Application letters</i>	<i>Letterheads</i>
<i>Business announcements</i>	<i>Résumés</i>
<i>Corporation reports</i>	<i>Report writing</i>
<i>Commercial correspondence</i>	<i>Sales letters</i>
<i>Communication in management</i>	<i>Technical writing</i>
<i>Employees, Reports to</i>	<i>Technical reports</i>
<i>English language—Business English</i>	<i>Technical writing as a profession</i>
<i>English language—Rhetoric</i>	<i>Communication of technical information</i>
<i>English language—Technical English</i>	

BOOKS ON BUSINESS WRITING AND TECHNICAL WRITING IN THE UNIVERSITY OF ILLINOIS LIBRARY

MARY ANN BOWMAN
University of Florida

BUSINESS WRITING

Adelstein, Michael E.

Contemporary business writing. New York, Random House, 1971. xvi, 365 p.

Adler, Kenneth R.

Pathway to your future; the job résumé and letter of application. Cambridge, Mass., Bellman, 1971. 33 p. Includes bibliography.

Adventures in selling. Case study report. no. 1, 1960- . Garden City, N.Y., Direct Mail Advertising Association.

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The ABCA bulletin. Dec., 1936- . Urbana, Ill.

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Birth of an article. New York, 1966. 45 l. (Writing and editing for the business press, 1)

American Mail Advertising.

Adver kit, distinctive direct mail campaigns. Boston, 1956. 1 v. (unpaged)

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Reports to top management for effective planning and control. New York, 1953. 117 p.

Superior-subordinate communication in management, by Norman R. F. Maier and others. New York, 1961. 96 p. (AMA research study, 1)

Angel, Juvenal Londoño

Specialized résumés for executives and professionals. New York, Regents, 1967. 160 p.

Why and how to prepare an effective job résumé. 5th ed., rev. and enl. New York, World Trade Academy Press, 1972. 506 p.

The Annual report; a document of modern business. v. 1, 1959-Detroit, Research Bureaus.

Archer, Robert M.

Basic business communications, by Robert M. Archer and Faith Pearson Ames. Englewood Cliffs, N. J., Prentice-Hall, 1971. viii, 408 p. Includes bibliographies.

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Coupon promotions. Edited by Robert M. Prentice. New York, 1962. xii, 179 p. Includes bibliographies.

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Effective communication in business, with management emphasis, by Robert R. Aurner and Morris Philip Wolf. 5th ed. Cincinnati, South-Western, 1967. xi, 644 p. Bibliographical footnotes.

Ballinger, Raymond A.

Direct mail design. New York, Reinhold, 1963. 224 p. Includes bibliography.

Barry, Robert E.

Business English for the 70s; a textworkbook. Englewood Cliffs, N. J., Prentice-Hall, 1970. xii, 351 p.

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The new face of communication. New York, American Management Association, 1968. 204 p. Bibliographical footnotes.

Baty, Wayne Murlin

English for business. Belmont, Calif., Wadsworth, 1966. xi, 466 p.

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How to get the right start in direct advertising. Garden City, N. Y., The Reporter of Direct Mail Advertising, 1954. 76 p.

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Benevento, Philip

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Bettinghaus, Erwin Paul

Persuasive communication. New York, Holt, Rinehart and Winston, 1968. x, 308 p. Includes bibliography.

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A study in family planning communication: direct mailing, by Brajesh Bhatia, D. C. Dubey and A. K. Devgan. New Delhi, Central Family Planning Institute, 1966. 19 p. (CFPI monograph series, 1)

Bhattacharyya, Santosh Kumar

Annual company reports. 2d ed. New Delhi, Company Law Board, Ministry of Finance, Gov't. of India, 1964. 44 p.

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Job résumés; how to write them, how to present them. New York, Grosset and Dunlap, 1969. 96 p.

Bovee, Courtland L.

Better business writing for bigger profits. New York, Exposition, 1970. 238 p. (Exposition-Banner book)

Boyd, William Paxton

Productive business writing, by William P. Boyd and Raymond V. Lesikar. Englewood Cliffs, N. J., Prentice-Hall, 1959. 513 p.

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A critical evaluation of the financial information contained in published corporate annual reports. Ann Arbor, Mich., University Microfilms, 1964. iv, 247 l. Ph.D. thesis, University of Washington. Microfilm copy.

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Modern communication effectiveness. Englewood Cliffs, N. J., Prentice-Hall, 1963. 501 p. Includes bibliography.

Breth, Robert D.

Dynamic management communications. Reading, Mass., Addison-Wesley, 1969. xiii, 217 p.

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Writing for business. Ann Arbor, University of Michigan Press, 1965. xii, 178 p. (Ann Arbor paperbacks, AA108)

Brown, Leland

Communicating facts and ideas in business. 2d ed. Englewood

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Effective business report writing. 3d ed. Englewood Cliffs, N. J., Prentice-Hall, 1973. 449 p.

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How to write better business letters. New York, McGraw-Hill, 1957. 280 p.

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How to improve business communication. Edited by Spencer A. Larsen. Detroit, Wayne State University Press, 1951. viii, 221 p.

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Letters that build bank business. Danville, Ill., Interstate, 1953. 100 p.

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Business information and accounting systems, by Wallace M. Carrithers and Ernest H. Weinwurm. Columbus, O., C. E. Merrill, 1967. xiv, 734 p. Bibliographical footnotes.

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Communication in organizations: an annotated bibliography and sourcebook. Detroit, Gale Research, 1972. ix, 272 p. (Management information guide, 25)

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Corporate reporting and investment decisions. Berkeley, Public Accounting Research Program, Institute of Business and Economic Research, University of California, 1961. 177 p. Includes bibliography.

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The function and design of company annual reports. Sydney, Law Book Co. of Australasia, 1955. 322 p.

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Communication in industry. London, Business Publications, 1955. 284 p.

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The communication barrier in internal management. New York, American Management Association, 1969. 76 p. (AMA research paper, 100)

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Modern business letter-writer's manual, by Marjane Cloke and Robert Wallace. Garden City, N. Y., Doubleday, 1969. 215 p.

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Effective communication of employee benefits, by Richard M. Coffin and Michael S. Shaw. New York, American Management Association, 1971. 124 p.

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How to communicate policies and instructions. Washington, BNA, 1960. 348 p. (BNA operations manual)

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A study of the attitudes of industrial management personnel toward communication. Ann Arbor, Mich., University Microfilms, 1955. 162 l. (University Microfilms publication, no. 15,831) Ph.D. thesis, Ohio State University. Microfilm copy.

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New guide to more effective writing in business and industry. Boston, Industrial Education Institute, 1962. 1 v. (various pagings)

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Business English essentials, by Greta L. Henderson and Price R. Voiles. 4th ed. New York, McGraw-Hill, 1970. vi, 218 p.

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Effective accounting reports, by Bruce Joplin and James W. Pattillo. Englewood Cliffs, N. J., Prentice-Hall, 1969. 251 p. Bibliographical footnotes.

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Business letters, memorandums, and reports; a basic text in business communication, by Marion M. Lamb and Eugene H. Hughes. New York, Harper & Row, 1967. xiii, 555 p. Includes bibliography.

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